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Prof. Alderman  
*Christens*

# “Chief”

## The New Red Raspberry

*Offspring of the Famous Latham*

**PROFESSOR ALDERMAN**, Chief of the Division of Horticulture, University of Minnesota, christens “Chief” in novel manner, before a large gathering of horticulturists at the Minnesota Fruit Breeding Farm. Rich Land O’ Lakes Cream was used in the ceremony as being more appropriate than the forbidden bottle of champagne.

The name “Chief” was selected from hundreds of suggestions received in a nation-wide prize contest conducted for a suitable name for this outstanding new berry. Formerly, it was known as Minnesota No. 223.

The name “Chief” is well chosen. This new Raspberry seems to be all that the word implies—**outstanding, -- ahead of others, -- a leader.** So “Chief” makes his bow. Those who should know, say his reign bids fair to be as joyous and prosperous among early berries as the reign of his illustrious ancestor, Latham, is among late berries.

“Chief” has been tested over a wide area in the past ten years and its behavior has been carefully watched. It has proven **hardy -- a heavy cropper -- excellent quality -- a good shipper -- resistant to disease**, and in addition it is **10 days early.**

“Chief” was originated by the Minnesota State Fruit Breeding Farm and is a selection from among 4000 seedlings of Latham. It possesses many of the good qualities of Latham, some of them to even a greater degree than the parent, the main point of difference being in season of ripening. “Chief” is **ten to twelve days earlier to ripen** than Latham, thus giving us a **profitable berry for early market.** It bridges the gap between strawberries and ordinary raspberries—and the berries bring a good price on the market.

# Prominent Men Praise *Chief*



PROF. W. H. ALDERMAN  
Chief, Division of Horticulture  
University of Minnesota

## *Chief* Alderman writes about *Chief* Red Raspberry

"The plants are very hardy, vigorous, productive, and excellent plant makers; canes are distinctly reddish, not quite so tall but stockier than Latham; foliage is luxuriant, leaves large, of the Sunbeam type; very resistant if not immune to mildew, and very little affected by mosaic thus far. The fruit is medium in size, roundish to slightly conic, bright attractive red; drupelets medium to below in size, adhering well so that berries do not crumble; flesh firm, juicy, medium sweet; quality high; season early."

### *"Chief" Proves Hardy —*

PROFESSOR YEAGER, Professor of Horticulture, University of North Dakota, in a statement printed in the Minneapolis Journal, says, "Last winter was the worst on raspberries we have seen here, due no doubt to the drought and red spider of last summer. "*Chief*", the new red variety from Minnesota, and Mrs. Heath's Black were outstanding in that they showed practically no injury compared to great damage to the 30 others we have on test."



JOHN MINER  
President Minnesota State  
Horticultural Society

### *"Chief" the Outstanding Early Red Raspberry—*

True to the suggestion, in the name. "*Chief*" leads the raspberry field in many ways. It comes in right after strawberries, keeps the table supplied with fresh fruit without a lull till the later berries come along. The market pays well for berries that first ten days.

MR. MINER is an experienced fruit grower and appreciates this feature. He says, "I consider "*Chief*" as outstanding among the early red raspberries as Latham is among later varieties. Market growers have felt the need of a good early berry so they welcome this new raspberry. "*Chief*" is from ten to twelve days earlier than Latham and is a heavy cropper. These facts, together with its superior flavor, firmness and good shipping quality, make it valuable alike for the home garden and the commercial fruit grower."

### *"Chief" Outyields*

#### *Other Reds in Ohio —*

J. S. SHOEMAKER, Associate Horticulturist, Ohio Agricultural Experiment Station, says, "*Chief*" is a heavy cropper. The plants bore quite a few berries the year they were set and this year outyielded all other red raspberry varieties in our variety test plantation."



RAY P. SPEER  
Former President Minnesota State  
Horticultural Society

RAY SPEER says, "*Chief* is certain to achieve as wide reputation as its parent, Latham. Since Latham fruits later than "*Chief*", the latter really is a supplement to Latham, and in no sense a competitor of it. In comparison with King, which fruits the same time as "*Chief*", the fruits of "*Chief*" are slightly larger, somewhat earlier, of better quality, and of more uniform shape. It is a firmer berry, ships very well, and is less crumbly than King. Experts everywhere predict a wonderful future for "*Chief*."



DR. A. N. WILCOX of the Division of Horticulture, University of Minnesota, inspecting a field of "*Chief*."

He writes, "The aim in developing a new raspberry was to obtain a berry which would come into bearing earlier in the season, would produce more freely, would be winter hardy, and would be resistant to mosaic and other diseases. All of these aims have been obtained in the "*Chief*", which is the product of 14 years of experiment and selection by the staff of the horticultural division of the University of Minnesota. The berry is not expected to supersede the Latham but to provide for it a suitable running mate."

# Reasons Why *Chief* is a Leader

## —Extra Early

When strawberries are about gone and common raspberries still ten days off, in comes our new friend "*Chief*" and bridges the gap. These first berries of the season are mighty welcome—on the market they bring **extra money**. (See Ray Speer's letter).

## —Heavy Yield

"*Chief*" is blessed with superior flavor. to yield. This is clearly shown in the next column. It even surpassed the famous Latham.

## —Excellent Quality

"*Chief*" is blessed with superior flavor. On the table fresh, with sugar and cream, or for canning, "*Chief*" sets a high standard. It is rich—bright red—high quality.

## —Absolutely Hardy

Freedom from winter injury is essential for success with raspberries. The absolute hardiness of "*Chief*" is one reason for the immense crops it bears.

## —Disease Resistant

"*Chief*" has a rugged constitution, immune to a number of diseases and decidedly resistant to others which play havoc with many varieties. Read J. D. Winter's comments in the next column.

## —Healthy Bushes

The foliage of a plant is its workshop. Good foliage is essential to good crops, poor foliage means a poor crop. The clean, healthy foliage of "*Chief*" is one more reason why "*Chief*" is a Leader."

## —Easy to Grow

It is human to want things easy. That's why "*Chief*" Red Raspberry is a favorite. Any good garden soil is all right for "*Chief*". Plant in hills 5x5 or 4x6 feet. Cultivate, keep weeds and sprouts out, and cut old canes after fruiting. If you plant our healthy mosaic-free "*Chief*", you will have a profitable patch for years.

## Official Yield of *Chief*

Reported by

The Minnesota State Fruit Breeding Farm

| Year | Age         | Yield               |
|------|-------------|---------------------|
| 1928 | 2 yr. field | 180 Crates per acre |
| 1929 | 3 yr. field | 294 Crates per acre |

"*Chief*" outyielded even Latham in these official tests.



J. D. WINTER

Assistant State Entomologist  
In Charge of Nursery Inspection

Mr. Winter's opinion of "*Chief*" is of particular value as he is in a position to observe it closely under various conditions. He says: "**Strong, sturdy bushes, free from disease** are essential for good crops of raspberries. "*Chief*" has these qualities in a marked degree. In our inspection work we have found the "*Chief*" raspberry so resistant to mosaic that fruit growers can plant this variety and be sure of having healthy plantings. It is also very **free from mildew** and other diseases. This combination of vigor, health and productiveness makes "*Chief*" the outstanding early red raspberry."

# Chief is the "Easy" Raspberry

## Easy to Grow—

And a patch lasts a long time.

## Easy to Pick—

The boxes fill up fast.

## Easy to Eat—

Try them!

## Easy on Grocery Bills—

An abundance of fresh berries without paying tribute to grocers, is a pleasure that will be yours when you plant a patch of "Chief" Red Raspberries.

## Chief Raspberries and Cream

A heaping bowl of ripe red raspberries, served with sugar and cream, will make anyone sit up and take nourishment. There is an added satisfaction when you can have this luscious fruit from your own bushes—fresh for every meal.

## Chief Raspberry Shortcake

R-a-z-z-berry shortcake—from your own garden. It's paradise for Johnny—Mother likes it, too, because it's easy to prepare—doesn't take much sugar, and she says men are easier to live with if you feed them plenty of shortcake.

## Chief Raspberry Jam

Of course, all Jam is good, but when you make it with "Chief", it is **extra good**. So when My Lady has distinguished company she serves "Chief Raspberry Jam."

## Chief for Canning

The high quality of "Chief" makes them especially good for canning. They need very little sugar, and there is practically no shrinkage. With a patch of "Chief" in the garden, you'll have plenty of delicious canned raspberries all winter long.

## Complete Fruit Garden Hailed As the "Easy" Way to Cut the Cost of Living

A planting of "Chief" in your garden means plenty of fresh berries for the table and all you want to can and preserve. It means a big saving over buying raspberries at the grocers at 15c to 20c a pint.

More fruit means better health and less doctoring. At the grocers, berries cost real money,—when you grow "Chief" you save grocery bills and have better, fresher berries.

## OUR PLANTS HAVE A NATIONAL REPUTATION

They are inspected several times each season by the State Nursery Inspector and have been pronounced "Mosaic-free" and in excellent condition.

No effort has been spared to produce No. 1 plants in every respect. Our climate and soil are ideal for developing vigor and good roots.

Contrary to the common policy of digging small plants and leaving the best canes for fruiting, our policy is to dig the entire field, thus giving you the best, strongest, and most vigorous plants. The special machine used in digging these plants makes possible the excellent root system of our "Chief" Red Raspberries.

*Reserve Your Plants Today!*



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